

Rep Order# 6816894 Ver# 1 Mod# 0 Status Confirmed  
EC'd No

Traffic Order# 770861

Printed: 05/18/2012 6:23 PM

1 of 2

Last Received: 05/18/2012 11:58 AM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS-B  
Estimate# 577  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/577  
Flight Dates 05/23/2012 - 05/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	--	-----	-----	-----	-----	-----	-----	-----
	1	TH	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/24-05/24	1	1	1	\$50.00	
	2	M	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/28-05/28	1	1	1	\$50.00	
	3	W	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/23-05/23	1	1	1	\$175.00	
	4	TH	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/24-05/24	1	1	1	\$175.00	
	5	TU	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/29-05/29	1	1	1	\$175.00	
	6	TH	11P-1130P	SEINFELD<	:30	\$60.00	05/24-05/24	1	1	1	\$60.00	
	7	M	11P-1130P	SEINFELD<	:30	\$60.00	05/28-05/28	1	1	1	\$60.00	

---REPORT TOTALS---

Report Totals: 7 / \$745.00

---SALES MONTHLY TOTALS---

May 12: 4 / \$460.00

Jun 12: 3 / \$285.00

Sales Totals: 7 / \$745.00

Station Totals: 7 / \$745.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$12,417	CATV	0%	WNGT	0%	WNWO	8%	WTOL	53%	WTVG	33%
		WUPW	6%								

Rep Order# 6816894 Ver# 1 Mod# 0 Status Confirmed  
EC'd No

Traffic Order#

Printed: 05/18/2012 6:23 PM

2 of 2

Last Received: 05/18/2012 11:58 AM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS-B  
Estimate# 577  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/577  
Flight Dates 05/23/2012 - 05/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE